

WDRB-TV

LOUISVILLE, KENTUCKY

INDEPENDENCE TELEVISION COMPANY

EEO REPORT FOR PERIOD ENDING MARCH 31, 2020

WDRB-TV/WBKI-TV

ANNUAL EEO PUBLIC FILE REPORT

This EEO Public File Report ("Report") complies with Section 73.2080©(6) of the FCC's 2002 EEO Rule. This report has been prepared on behalf of the following station(s): WDRB-TV and WBKI-TV, Louisville, KY. This report is required in the public inspection files of these stations, and posted on their respective websites.

The information contained in this Report covers the time period beginning April 1, 2019 to and including March 31, 2020.

The FCC's 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during The Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, Organizations entitled to notification pursuant to Section 73.2080©(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080©(2) of the FCC rules.

Independence Television Company, WDRB-TV and WBKI-TV are looking for organizations that regularly distribute information about employment opportunities to job applicants or have job applicants to refer. If your organization would like to receive notification of job vacancies at our stations, please notify in writing:

WDRB-TV Human Resources Department at 624 W. Muhammad Ali Blvd., Louisville, Kentucky 40203, or email humanresources@wdrb.com.

It is the policy of WDRB-TV and WBKI-TV to provide equal employment opportunity to all qualified individuals without regard to race, color, religion, national origin, sex, age, disability, or any other characteristic protected by law, in all personnel actions.

WDRB-TV/WBKI-TV

APPENDIX I TO ANNUAL EEO PUBLIC FILE REPORT FORM

COVERING THE PERIOD FROM APRIL 1, 2019 TO MARCH 31, 2020

Station(s) Comprising Station Employment Unit: WDRB-TV and WBKI-TV

Section 1: Vacancy Information

Full-time Positions Filled By Job Title (Dates indicate posting of position.)	RS Notified	Recruitment Source of Hire (Dates indicate date filled)	Total Number of Interviewees From All Sources For This Position
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1. News Producer #1 01/17/2019	1-29	employee referral 05/14/2019	2
2. Accounts Receivable Specialist 01/25/2019	1-28, 32, 33	LinkedIn 05/06/2019	9
3. Digital/Desk Editor #1 03/06/2019	1-29	wdrb.com 06/14/2019	3
4. Digital Campaign Specialist 03/08/2019	1-28, 33	employee referral 04/15/2019	3
5. Graphics Designer 03/08/2019	1-28, 33	Recuitology 07/29/2019	10
6. Account Manager #1, #2 03/21/2019	1-28	University of Louisville, employee referral 05/13/2019, 08/05/2019	10
7. Digital Producer 04/09/2019	1-29	wdrb.com 05/06/2019	3
8. Anchor/Reporter 05/03/2019	1-28	wdrb.com 08/15/2019	1
9. Photojournalist #1, #2 05/29/2019	1-29, 32	employee referral (2) 06/19/2019, 06/26/2019	4
10. Executive Producer 05/29/2019	1-29	employee referral 08/19/2019	2

11. News Producer #2 05/29/2019	1-29	wdrb.com	2
12. News Reporter #1 05/29/2019	1-29	wdrb.com	4
13. Production Assistant #1, #2, #3, #4 06/20/2019	1-28	wdrb.com (2), employee referral (2)	6
14. President/General Manager- WDRB 06/20/2019	1,3,4,7,8,14,16,19-21,25,26,32,37,38	08/12/2019, 09/03/2019, 10/02/2019, 10/03/2019 client referral	15
15. Daytime Supervisor (Production) 06/28/2019	1-28	in-house employee 09/09/2019	4
16. Master Control Operator 07/09/2019	1-28	in-house employee 08/26/2019	5
17. Senior Account Executive 07/25/2019	1-28	employee referral 09/09/2019	2
18. Creative Services Producer/Videographer 08/07/2019	1-28, 33	employee referral 09/16/2019	5
19. Morning News Producer 08/15/2019	1-29	employee referral 10/03/2019	3
20. Photojournalist #3 08/29/2019	1-29	wdrb.com 10/30/2019	3
21. News Reporter #2 09/12/2019	1-28, 46	walk-in 09/23/2019	2
22. Digital/Desk Editor #2 09/26/2019	1-29	wdrb.com 10/21/2019	4
23. 6PM News Producer 10/04/2019	1-29	employee referral 01/02/2020	4
24. Senior Account Manager 10/08/2019	1-28	employee referral 11/18/2019	3
25. Account Manager #3 10/08/2019	1-28	wdrb.com 01/06/2020	2
26. Account Executive 10/08/2019	1-28, 35	employee referral 02/10/2020	4
27. Associate News Producer 11/25/2019	1-29	wdrb.com 01/06/2020	3
28. Digital Campaign Specialist #2 02/03/2020	1-28, 33	wdrb.com 03/23/2020	1

Total Number of Persons Interviewed During Applicable Period: 119

Appendix 2 - RECRUITMENT SOURCE LIST

<u>RS #</u>	<u>RS INFORMATION</u>	<u># OF INTERVIEWEES PROVIDED BY RS APRIL 1, 2019-MARCH 31, 2020</u>
	* Entitled to receive notification of job openings	
1	* Kimberly Palmore and Michelle Reiss Spalding University 851 S. 4th Street Louisville, KY 40203 (502)585-9911 mreiss@spalding.edu kpalmore@spalding.edu	
2	Kate Dunn Lou. Metro Dept. of Human Resources 517 Court Place, Suite 301 Louisville, KY 40202 (502)754-3601	
3	* KY Dept. of Employment Services c/o Order Taking Unit 600 W. Cedar Street Louisville, KY 40203 (502)574-3601	
4	* I.D.E.T.S. Indiana State Employment Services 2125 State St. Suite 16 New Albany, IN 47151-1287 (812)948-6102	
5	Workforce Development Specialist Louisville Urban League 1535 West Broadway Louisville, KY 40203 (502)585-4622	
6	University of Louisville Cards Career Link Floyd Street/Cardinal Blvd. Louisville, KY 40292 (502)852-5555	1
7	* Center for Accessible Living Keith Hosey and A. Jones 305 W. Broadway, Suite 200 Louisville, KY 40202 (502)589-6620	

- 8 * Franeisha Jones
Bellarmine University
2001 Newburg Road
Louisville, KY 40205-0671
(502)452-8000
- 9 Gina Stephen
KY Dept. of Vocational Rehab.
200 Juneau Dr., Suite 2
Louisville, KY 40243
(502)254-3195
- 10 Jo Frye and/or Sherry Klein
Sullivan College
3101 Bardstown Road
Louisville, KY 40205
(502)456-6507 or (502) 456-6504
- 11 Debra Eberle or Lynn Prinz
Indiana University Southeast
4201 Grantline Road
New Albany, IN 47150
(812)941-2265
- 12 Michelle Pruitt
Center for Women & Families
P.O. Box 2048
226 West Breckinridge Street
Louisville, KY 40201
(502)753-3204
- 13 Paula Campbell
Lincoln Foundation
4322 Bishop Lane
Louisville, KY 40218
(502)657-1015
- 14 WDRB.com
624 W. Muhammad Ali Blvd.
Louisville, KY 40203
(502)584-6441
- 15 Harbor House-Kay Dalton
2231 Lower Hunters Trace
Louisville, KY 40216
(502)719-0072
- 16 * American National University (formerly National College)
Tammy Southerling
4205 Dixie Highway
Louisville, KY 40216

(502)447-7634

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| 17 | Southwest Center
Attn: Brenda Tierney
8009 Terry Road
Louisville, KY 40258
(502) 935-1848 | |
| 18 | Collective Talent
1721 Richardson Place
Tampa, FL 33606
(813)254-9695 | |
| 19 | WDRB-TV In-house Employees | 12 |
| 20 | WDRB-TV Employee Referrals | 26 |
| 21 | WDRB-TV Client Referrals | 7 |
| 22 | Daymar College
4112 Fern Valley Road
Louisville, KY 40219
(502)495-1040 | |
| 23 | Brown Mackie College
Chastity Trzop
3605 Fern Valley Road
Louisville, KY 40219
(502)810-6113 | |
| 24 | Goodwill Industries of KY
Elvin Stampley and Sonya Ragland
332 W. Broadway, Suite 1000
Louisville, KY 40202
(502)574-4069 | |
| 25 | * St. Stephen Church
Attn: Human Resources
1018 S. 15th Street
Louisville, KY 40210 | |
| 26 | * Campbellsville University
Teresa Elmore, Director of Career Services
1 University Drive UPO 917
Campbellsville, KY 42718
(270)789-5192
temelmore@campbellsville.edu | |
| 27 | crew.cc
Jefferson Community & Technical College | |
| 28 | Kentucky Broadcasters Association | |

101 Enterprise Drive
Frankfort, KY 40601
kba@kba.org

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| 29 | TVJobs.com
Broadcast Employment Services
P.O. Box 4116
Oceanside, CA 92052
(800)374-0119 | 2 |
| 30 | Louisvilleadfed.org
Robin Miller
200 Distillery Commons, Suite 100
Louisville, KY 40203
(502)_582-2444 | |
| 31 | Spots n Dots Ads
Emily McKay
ads@spotsndots.com
(888) 884-2630 | |
| 32 | Linked In
2029 Stierlin Court
Mountain View, CA 94043 | 10 |
| 33 | Recruitology (WDRBehired.com)
98 Battery Street, Suite 601
San Francisco, CA 94111
partnerships@recruitology.com
(415) 263-1300 | 15 |
| 34 | Media Bistro
770 Broadway, 15th Floor
New York, NY 10003
job.info@mediabistro.com | |
| 35 | Carver Talent
Attn: Ty Carver
5319 Loon Nest Ct.
Apollo Beach, FL 33572
(813) 625-2130 | 3 |
| 36 | 602 Communications
Sandy Lizik
(602) 954-8373
slizik@602communications.com | |
| 37 | Broadcasting & Cable
28 East 28th Street, 12th Floor
New York, NY 10016
(212) 378-0400, ext. 517 | |

38	Indeed.com (800)475-4361	1
39	TVNewsStorytellers.com Matt Mrozinski Tvnstorytellers@gmail.com	
40	Education Writers Association 3516 Connecticut Avenue NW Washington, DC 20008 (202) 452-9830	
41	Journalismjobs.com (510) 508-7386 info@journalismjobs.com	
42	RealMatch Inc. Mediajobs connection presented by Poynter 205 Lexington Ave. 8th Floor New York, NY 10016 (732) 659-6410 support@realmatch.com	
43	National Black MBA Association 400 W. Peachtree Street NW, Suite 203 Atlanta, GA 30308 (404) 260-5444 www.nbmbaa.org	
44	National Association of Women MBAs 1109 Rhode Island St. NE Albuquerque, NM 87110 (804) 885-5622 www.nawmba.careerwebsite.com	
45	Glassdoor.com (888) 355-9323	
46	Walk-In	1

Total Interviewees Over Reporting Period	119
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WDRB-TV/WBKI-TV

APPENDIX 3- RECRUITMENT INITIATIVES TO ANNUAL EEO PUBLIC FILE REPORT FORM COVERING THE PERIOD FROM APRIL 1, 2019 TO MARCH 31, 2020

Station(s) Comprising Station Employment Unit: WDRB-TV and WBKI-TV

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WDRB-TV and WBKI-TV

<u>DATE</u>	<u>RECRUITMENT INITIATIVE & BRIEF DESCRIPTION</u>
4/1/19 Ongoing	Internship Program for college students. College students majoring in Broadcast Journalism, Communications, Production, or Human Resources receive credit hours for training. During this reporting period, we had two interns; one in our News Department who attended University of Kentucky and one in our Sports department who attended Indiana University-Bloomington.
4/1/19 Ongoing	Internship Program for high school students from the Broadcast Program at Trinity High School. Students participate in 15 on-site sessions in exchange for high school credit. During this reporting period, we had three interns; two in our Production Department and one in our Sports department.
4/1/19 Ongoing	Job Shadow Program for high school and college students. Students "shadow" an employee in the broadcasting or marketing career they are interested in. During this reporting period, we had job shadows from Western Kentucky University, Bellarmine University, Indiana University Southeast (4), Manual High School, St. Xavier High School, Salem High School, Jasper High School, Shelby County High School, Nelson County High School, Sacred Heart High School, and Henry County High School.
4/1/19 Ongoing	Tours of our station given to students age 9 and up, and various organizations. A complete and detailed report is available on request.
4/16/19	WorkOne Job Fair. Set up a booth at the job fair to recruit applicants and/or interns.
10/10/19	Indiana University Southeast Job Fair. Set up a booth at the job fair to recruit applicants and/or interns.
4/1/19 Ongoing	Speakers Bureau Program – Various employees (talent, anchors, meteorologists, managers, engineers, etc.) speak at public events, churches, schools, organizations, etc. A complete and detailed report is available on request.
4/1/19 Ongoing	Provided materials and items to make a television "storefront" in the Junior Achievement Exchange City. In our store, students can learn about television broadcasting, reporting, anchoring, editorials, etc. We provided lights, cameras, tripods, graphic backdrops and items needed to produce a "mock" television broadcast.
4/1/19 Ongoing	Weather classes are conducted by our meteorologists at various schools in our viewing area. Students also visit our weather lab in the station.
4/1/19 Ongoing	Station talent are emcees, guest speakers and readers at various schools and public events.